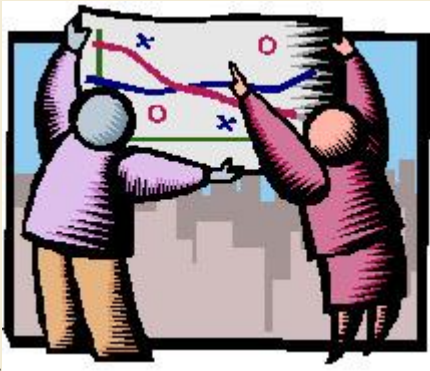


PLANS UNDERWAY FOR 2013-2017 TOURISM STRATEGIC PLAN

Tourism Development0 Comments
SEP 14, 2012

If you are interested in the future success of Montana's Tourism and Recreation Industry then get ready to be involved in the next statewide planning process that kicks off this fall. The eight to nine month process will create a "blue print" to guide the state's tourism and recreation partners in their marketing and product development efforts and in creating social and economic benefits for Montana.

As a first step in the process, the Montana Office of Tourism selected Julie and Jim Cerenzia, principals with [Open Window Consulting, LLC](#), of Bozeman to facilitate the development of the 2013-2017 Montana Tourism & Recreation Strategic Plan. Open Window was one of eight vendors that responded to the Montana Office of Tourism request for proposals earlier this



summer.

In 2009 the Cerenzias moved to Bozeman from the Washington, D.C., area, but they do have Montana connections. Julie Cerenzia grew up on Montana's Hi-Line in the Kremlin-Gildford communities west of Havre. Early in her work career Julie served as the interim International Marketing Manager for Travel Montana before moving on to the United Kingdom Office of Rocky Mountain International (RMI), which is Montana and three other states international marketing contractor.

Julie and Jim bring 30+ years of professional experience to the Montana planning process. They've assisted federal and state agencies, nonprofit organizations and U.S. businesses in the U.S., European, and South American markets with improved performance, strategic planning, evaluation, project coordination and negotiations. Both have higher education degrees in Political Science and

International Economics. James adds a Civil Engineering degree to his educational credentials and Julie is completing a Doctorate in Public Policy.

Open Window plans to work with key tourism and recreation stakeholders to develop the process for creating the 2013-2017 Montana Tourism and Recreation Strategic Plan. The inclusive statewide process will begin this fall and is expected to be completed in Spring 2013.

You'll be hearing more about this and your opportunity to be involved in creating the next statewide tourism & recreation plan. Stay tuned!